

# Support the “Do Not Track Kids Act of 2013”

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Endorsing Groups (27): American Academy of Child and Adolescent Psychiatry, American Academy of Pediatrics, American Family Association, American Psychoanalytic Association, Campaign for a Commercial-Free Childhood, Center for Digital Democracy, Center for Science in the Public Interest, Childhelp, Children Now, Common Sense Media, Communication Workers of America, Consumer Federation of America, Consumer Watchdog, Consumers Union, Conversation Media, Electronic Privacy Information Center, Identity Theft 911, Islamic Society of North America, Massachusetts Medical Society, National Collaboration for Youth, Parent Teacher Association, Safe Communications, Inc, United Church of Christ, US Conference of Catholic Bishops, US PIRG, Virtual World Computing, and Voices of America’s Children.

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Kids today enjoy unprecedented access to the Internet on their computers, cell phones, and tablets. While the Internet remains an incredible tool for learning and sharing, it has also become a way for companies and strangers to track and target our children. Tracking the online movements of children and teens – and collecting their personal data – has quickly become widespread. Companies collect this information about children and teens then sell the information to advertisers and data brokers, compiling detailed digital dossiers.

Although Congress passed the Children’s Online Privacy Protection Act (COPPA) in 1998, a law that took major steps towards protecting the personal information of children online, this law does not reflect what the Internet looks like today. Accordingly, Congress must act to update COPPA to ensure that children and teens are protected online. The Do Not Track Kids Act of 2013 (H.R. 3481 and S.1700), strengthens online safeguards for children and teens.

## Why This is a Problem

- Teens are [sharing more information about themselves on their social media profiles](#) than they did when we last surveyed in 2006:
  - 91% post a photo of themselves, up from 79% in 2006.
  - 71% post the city or town where they live, up from 61%.
  - 53% post their email address, up from 29%.
- Children and teens are less able to understand the potential long-term consequences from having their information available to advertisers, colleges, and potential employers. Over 25% of [college admissions officers](#) now Google and review the Facebook pages of applicants, and that percentage is growing every year.

## What Parents and Teens are Saying:

- 94% of parents [agree](#) that advertisers should receive the parent’s permission before putting tracking software on a child’s computer;
- 94% of parents believe individuals should have the ability to [request the deletion](#) of all their personal information held by an online search engine, social networking site, or marketing company after a specific period of time;
- 70% of teens have sought outside advice about how to [manage some aspect of their privacy](#) online.

## What Our Bill Would Do:

- Prohibit Internet companies from collecting personal and location information from anyone under 13 without parental consent and anyone 13 to 15 years old without the user’s consent;
- Require consent of the parent or teen prior to sending targeted advertising to children and teens;
- Require website operators to have an “eraser button” capability that enables the deletion or elimination of information about children and minors, to the extent technologically feasible; and
- Add a new listing of protections for teens ages 13-15 called the “Digital Marketing Bill of Rights for Teens” while reinforcing COPPA protections for those 12 and under.